

Not All Research Is Created Equal: It's The Outcomes We're After

November 4, 2004



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A Serious Public Health Issue

- More than 31,000 deaths a year from traffic crashes
- More than 8,000 preventable with seat belts
- Leading killer for persons of every age from 2 - 33



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Fact

Outcomes research is superior
to market research



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An Axiom

Education about and awareness of a public health problem and the correct behavior does not produce universal behavior change.



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Education/Behavior Change Relationship



Tobacco Behavior Change Interventions

- Warnings on cigarette packs
- Limit marketing and advertising of cigarettes to children
- Higher taxes on cigarettes
- No smoking ordinances in public buildings, then private buildings
- We understand that to be effective helping people quit, we have to link them to support resources -- quitlines



Been There, Done That (Little or No Effect)

- Buckle up for safety
- Buckle up to avoid death
- Buckle up to avoid permanent disabling injury
- Buckle up to avoid disfigurement
- Buckle up for your loved ones
- Buckle up for those you will leave behind if you die
- Peer-to-peer appeal
- Kid-to-parent appeal
- Celebrity and sports figure appeal
- Humorous appeal



Historical Observed Data

1964 – Seat belts made standard equipment in front seats in U.S.



1968 – National Safety Council conducts Ad Council
PSA campaign producing \$51 million in free time and
space

- \$278 million (2004 dollars)
- Award-winning creative
- Outcome: Follow-up tracking surveys of 2,500
drivers show no change in reported belt use



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1970 – Best available surveys show belt use ranges from 6-19 percent

- Let's say 13 percent



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1972 – Auto manufacturers conduct major paid advertising test in Southeastern Michigan using radio, television and outdoor

- Outcome: Researchers report little or no impact on belt use



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1983 – Belt use stands at 14 percent

- Virtually unchanged in 10 years



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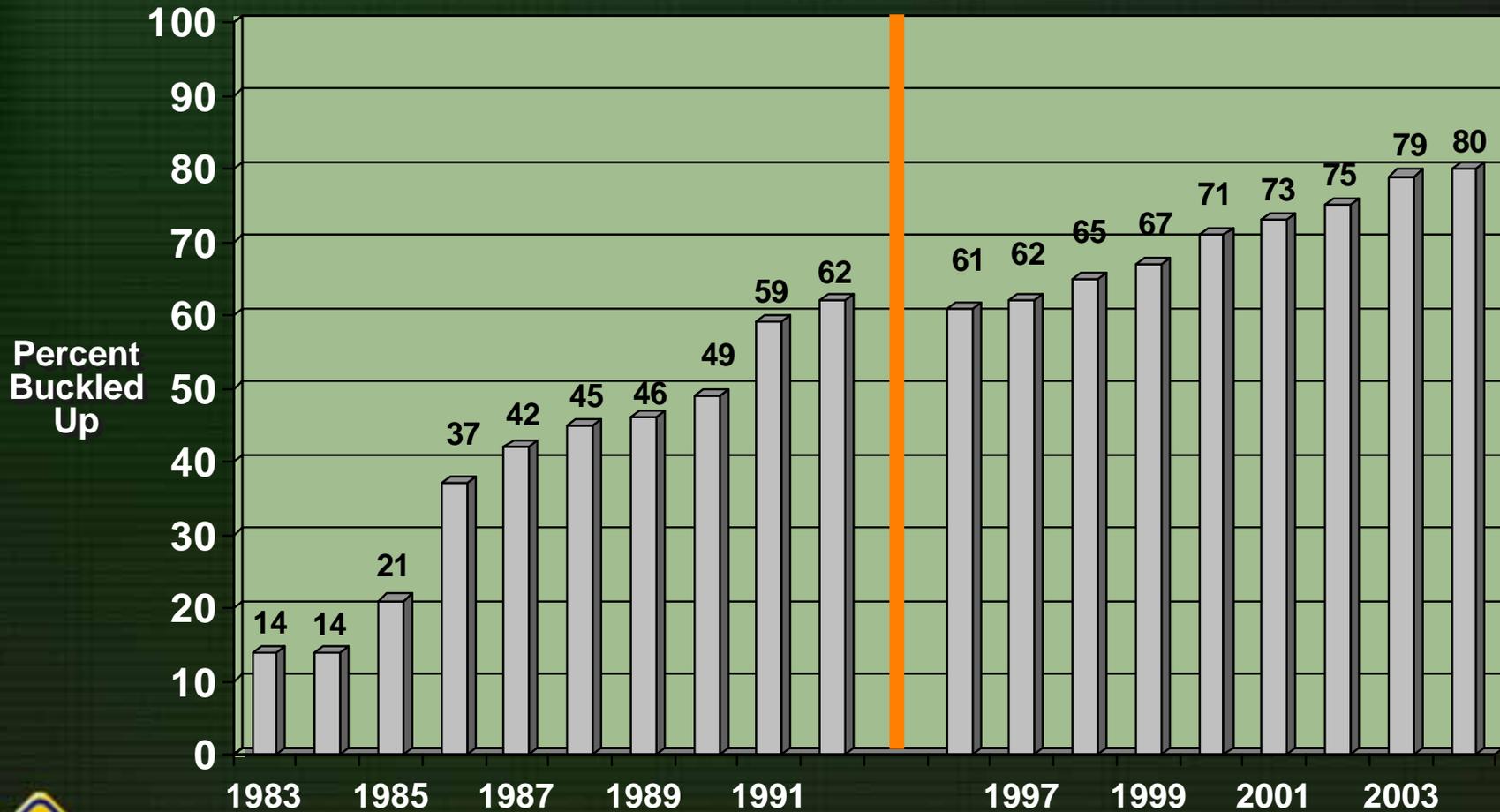
1984 – New York enacts the first law requiring seat belt use. 31 states follow suit in next 3 years. A total of 42 states and DC enact laws by 1992.



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U.S. Seat Belt Use



- **Meantime:** Researchers began to observe that visible enforcement of the laws further increased belt use



1993 – *Click It or Ticket* is piloted with advertising supporting enforcement in North Carolina

- Outcome: Belt use up 13 percent



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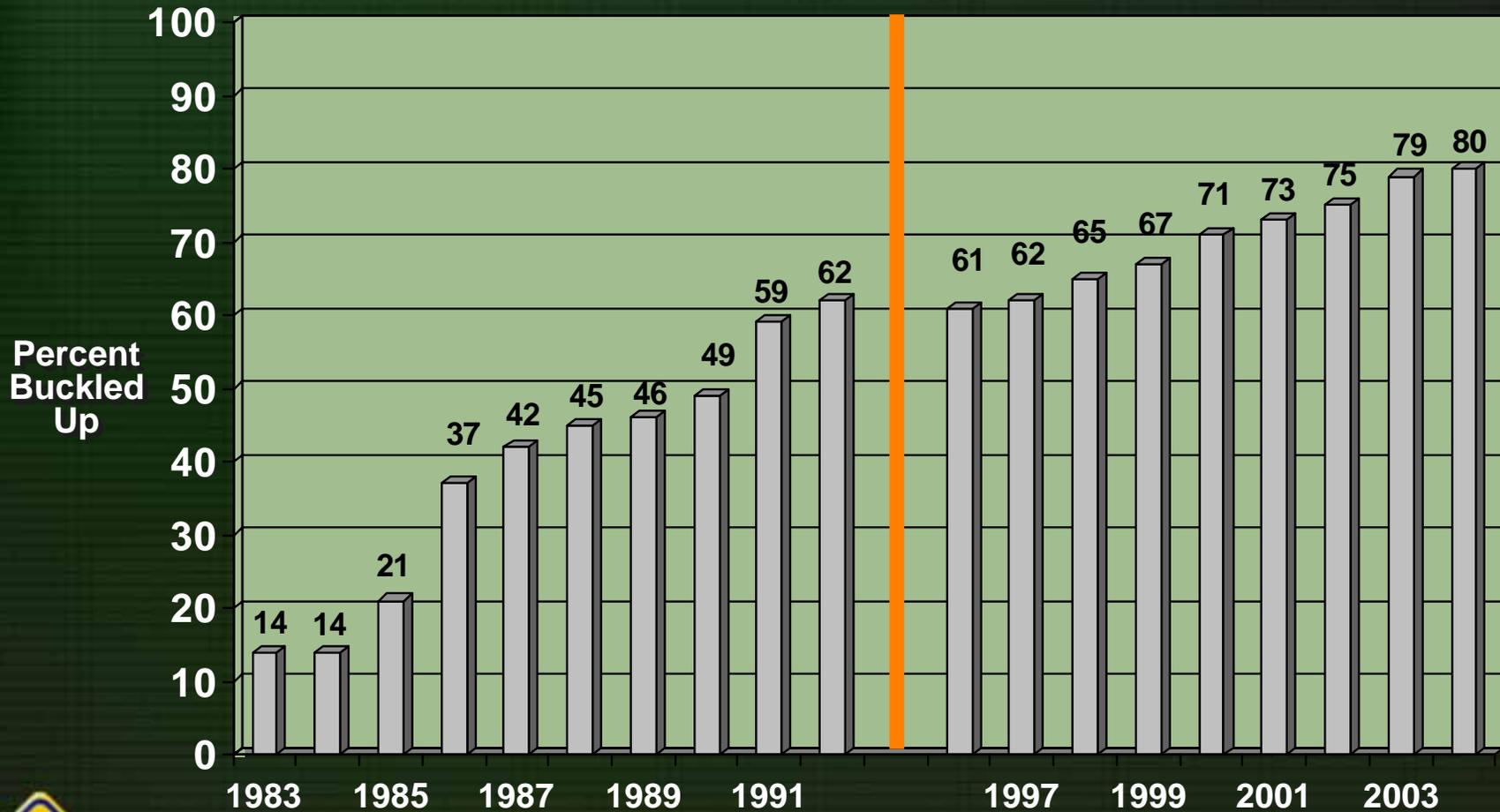
- 1997 – The first national seat belt enforcement mobilization is organized with 1,000 law enforcement agencies and only earned media
- National belt use is 62 percent



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U.S. Seat Belt Use



2001 – 8 state test of *Click It or Ticket* in the Southeast

- Outcome: Belt use increases an average of 9 percentage points in those states



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2002 – *Click It or Ticket* tested in 10 states around the nation

- Outcome: Belt use increases an average of 8.6 percentage points in those states



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2003 – The first national mobilization with national paid advertising is conducted now with 12,000 law enforcement agencies participating

- Outcome: Belt use increases 4 percentage points nationwide



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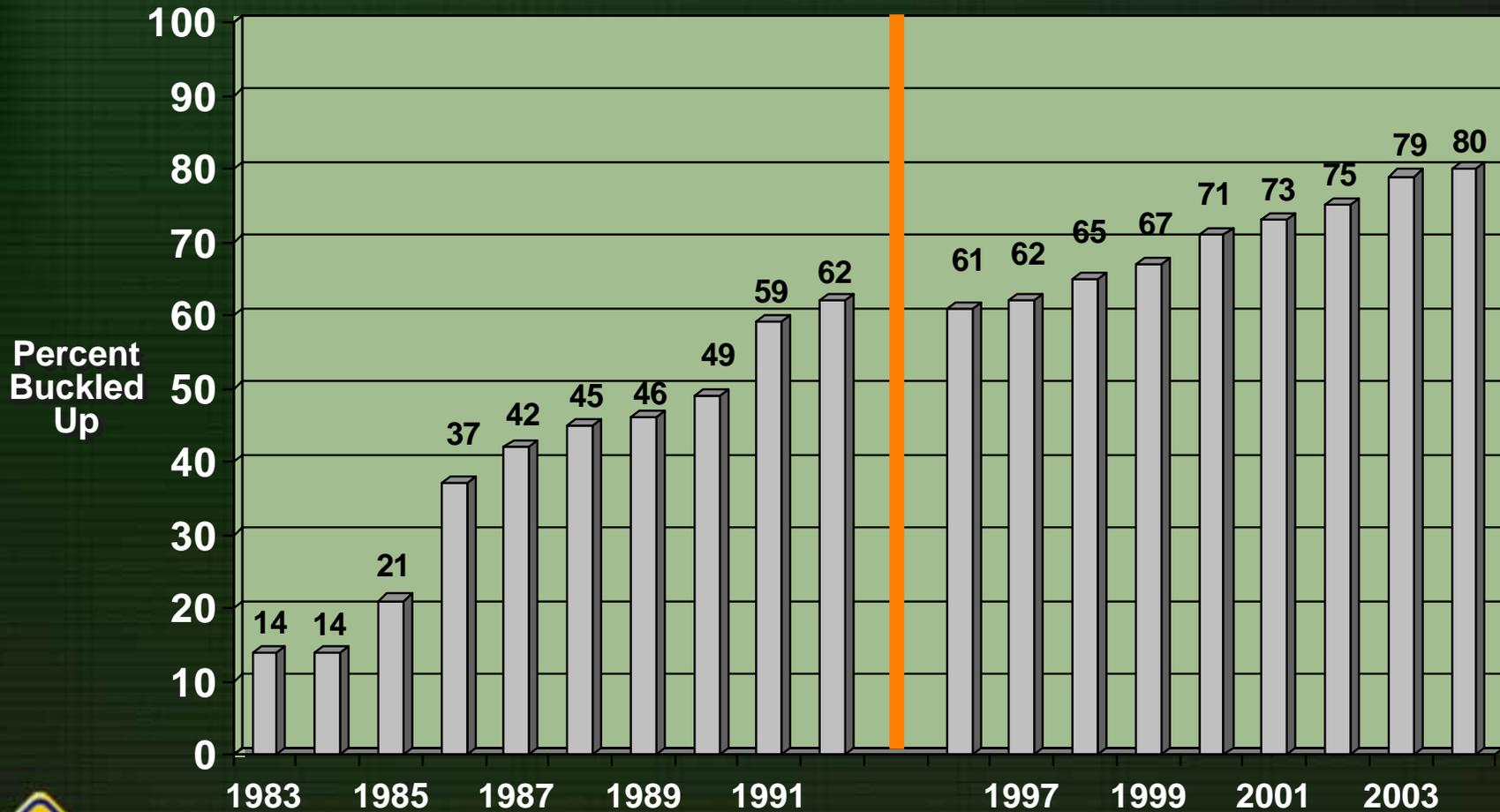
1997 to 2004: Through a combination of 12 states enacting primary laws and expanded mobilizations, belt use moves from 61 to 80 percent



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U.S. Seat Belt Use



- National consensus of leading public health and traffic safety experts:

“The time is long overdue for the safety community to take offense at posters, trinkets, and useless television advertising. These approaches are offensive because they do not work. And they are not free.”

“What should not be used anymore: Advertising programs without an enforcement component.”



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Uses of Market Research

- To perfect, track and fine-tune communications tools—to ensure they are delivering the right message to the right audiences in support of proven interventions



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Highlighting movement in key mobilization data comparing pre-media to post-media

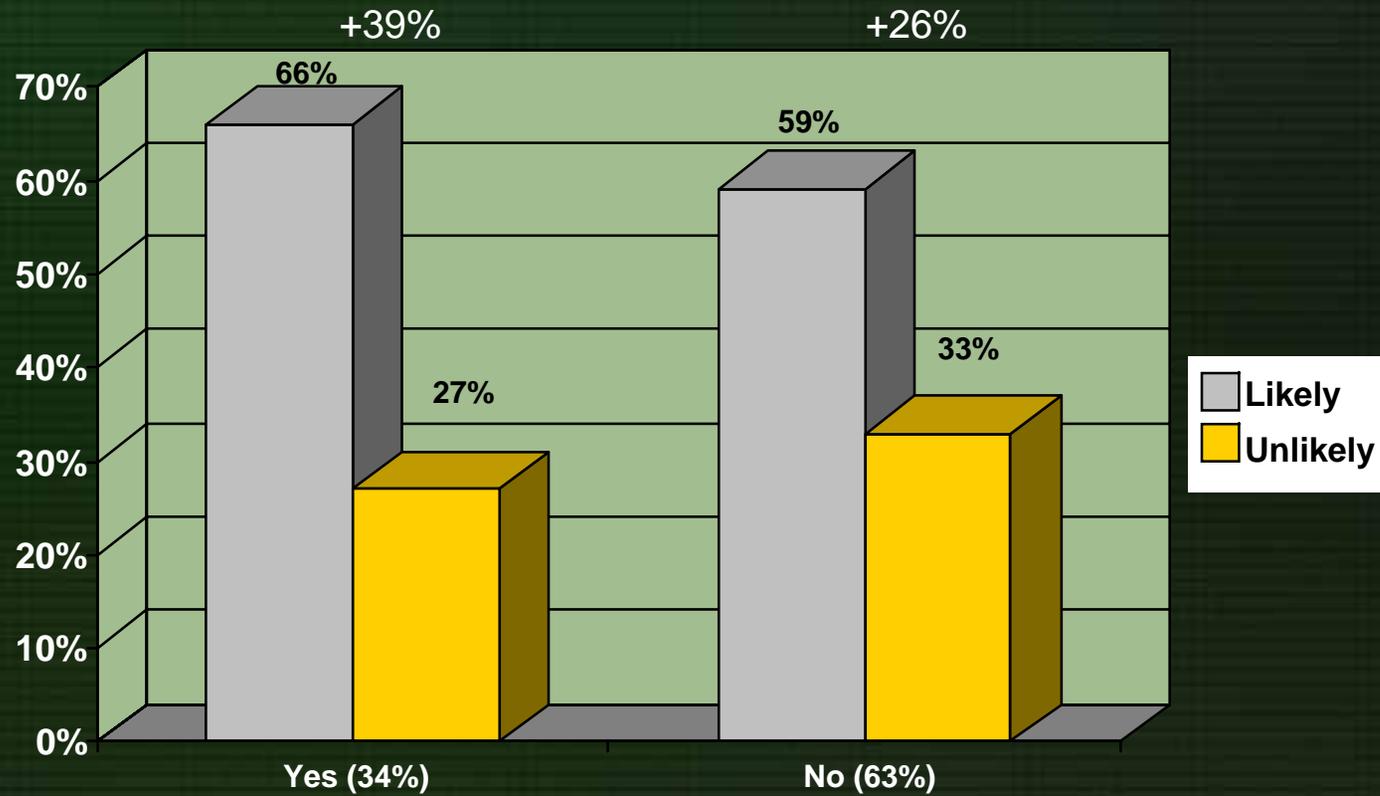
Among men age 18-34	Pre-Media	Post-Media	Δ
Seen/Read/Heard about special ticket effort by police (% Yes)	49%	78%	+29%
Hard Recall (Could name Click it or Ticket)	12%	42%	+30%
Seen CIOT Ad (% Yes)	8%	40%	+32%
Perception of seat belt enforcement (% Total Police Enforcement More Aggressive)	39%	45%	+6%
Past six months use of seat belts has increased (% Increased)	9%	18%	+9%
Likelihood of getting ticket for not wearing seat belt (% Total Likely)	53%	60%	+7%

* Asked only of respondents with children

May 2003



Likelihood of Getting a Ticket for Not Wearing a Seat Belt by Seen Ad



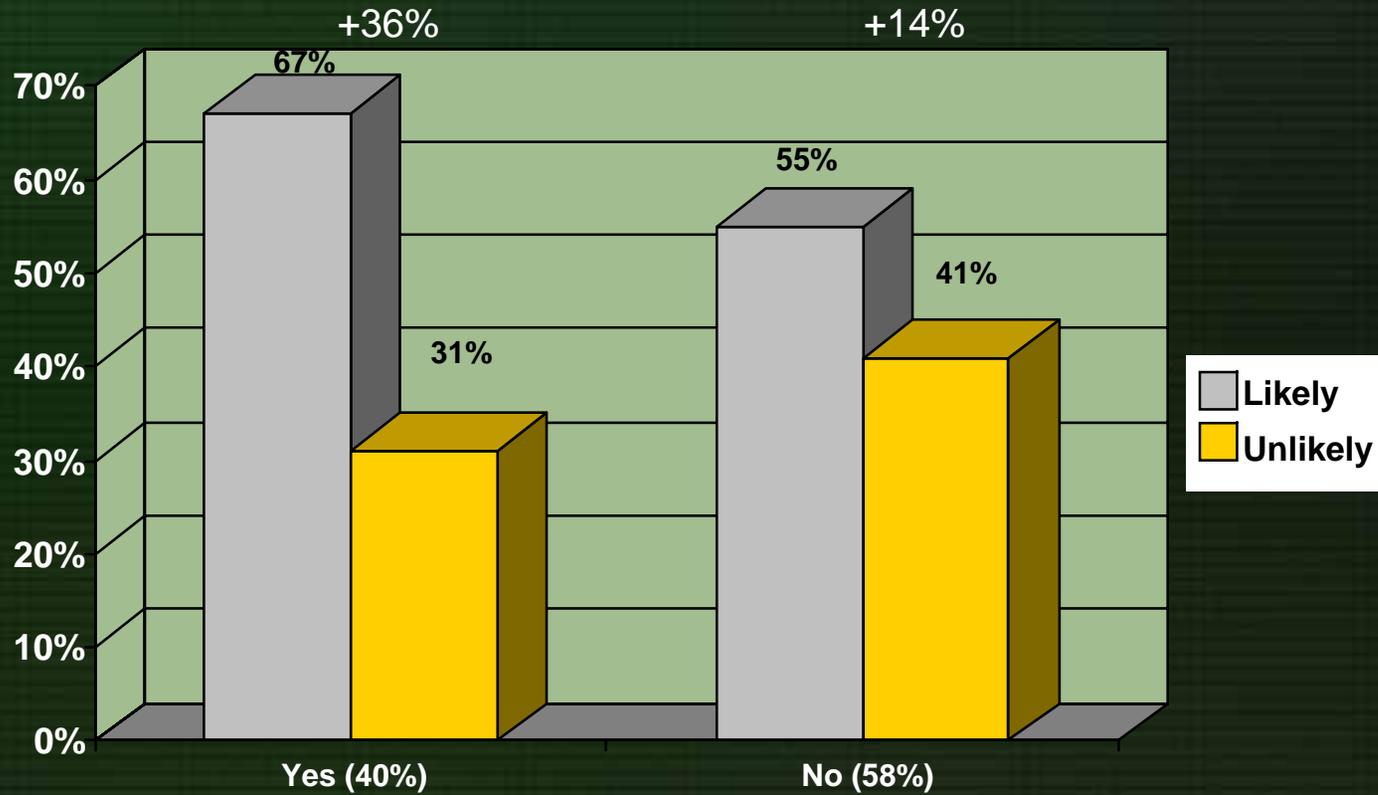
May 2003

Respondents who report seeing the advertising are more likely to believe they will receive a ticket for not wearing a seat belt. Assume that you do not use your seat belt at ALL while driving. How likely do you think you will be to receive a ticket for not wearing a seat belt in your state?



Likelihood of Getting a Ticket for Not Wearing a Seat Belt by Seen Ad

Men 18-34



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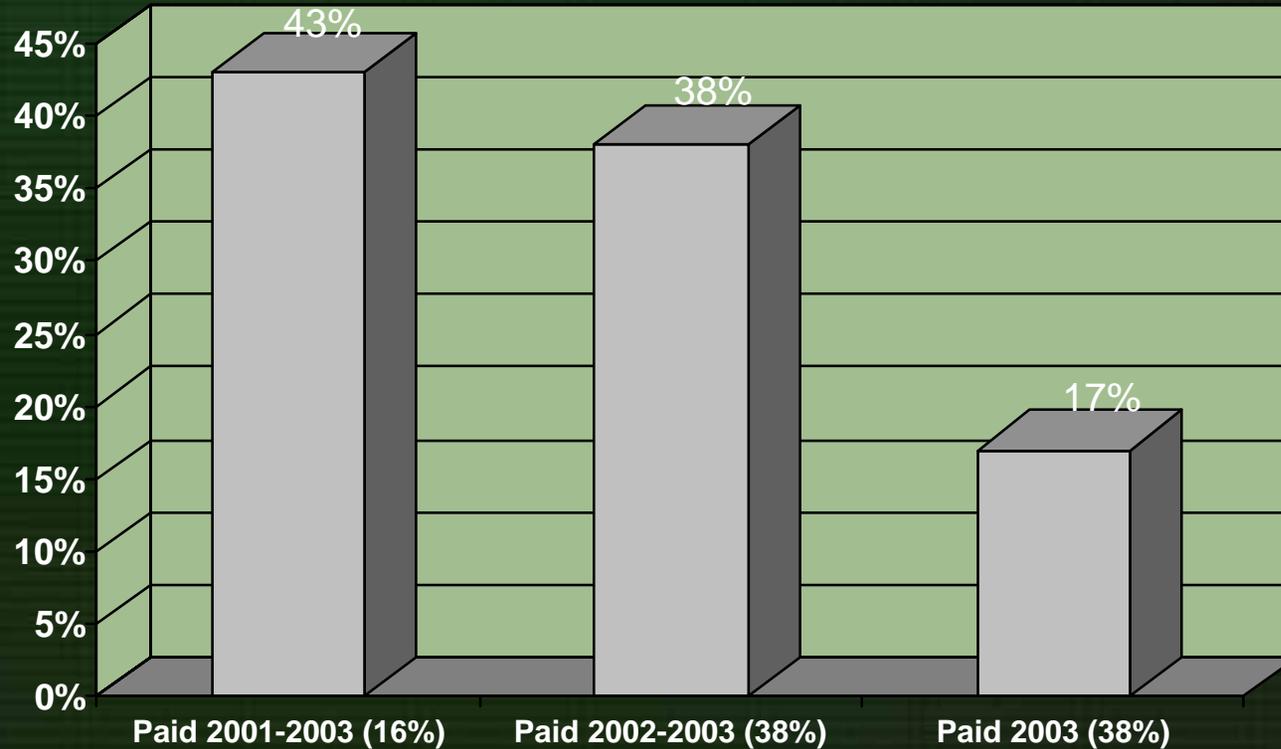


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Hard Recall of "Click It or Ticket" by Media Weight

% Name "Click It or Ticket" All Respondents



May 2003

And do you happen to remember the name of special effort by police to ticket drivers in your community for seat belt violations or for people who do not properly secure their children in either a child safety seat or seat belt?

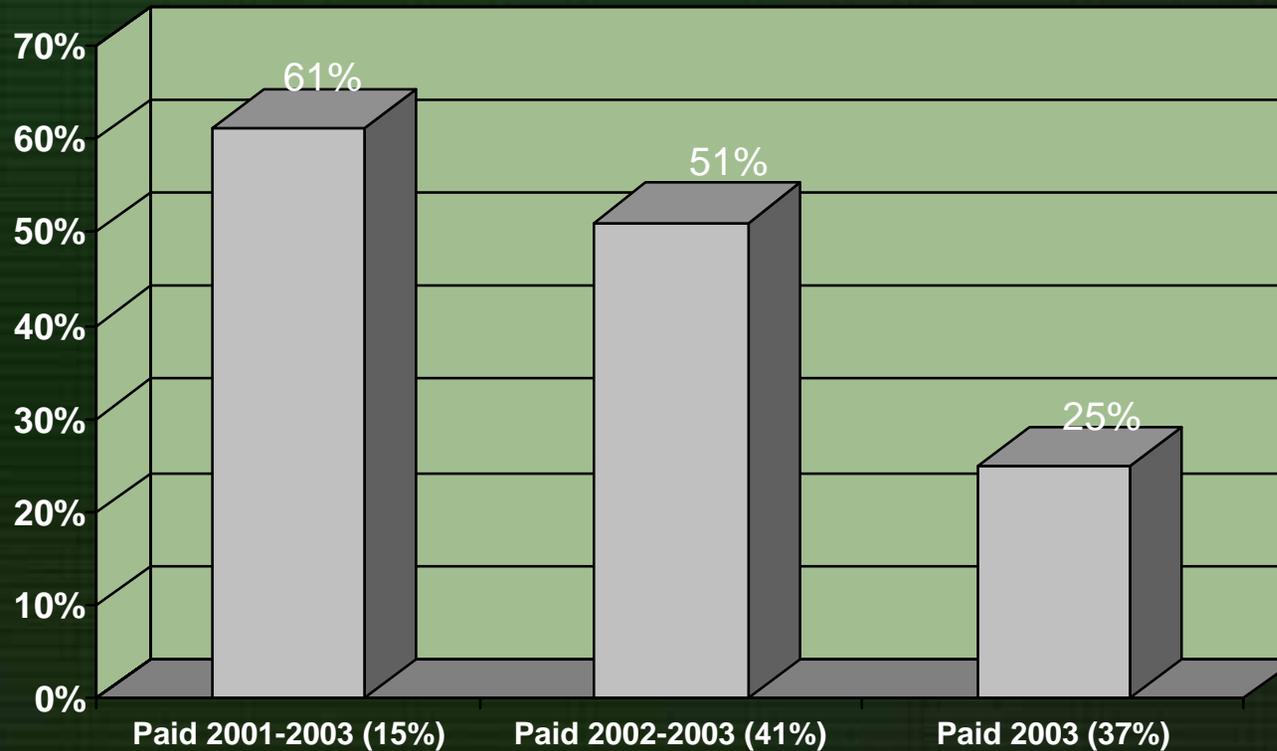


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Click It or Ticket

- *Click It or Ticket* brand is becoming entrenched in popular culture
 - Outkast – “The Way You Move”

“So click it or ticket, let’s see your seatbelt fastened.”
 - Brazilian supermodel Gisele Bundchen in a Newsweek interview on her role in the movie “Taxi”

Q. Do you buckle up for safety?
A. Yes, but you have to now in America, otherwise you get a ticket.



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